formation of Creative Advisory Committee with eminent media personalities, holding periodic press conferences, engagement of agencies for image building etc., barter system with newspapers/magazines for making space in their publications, DD brand promotions through outdoor hoardings etc.

(b) and (c) Prasar Bharati has undertaken ventures as per given below :

All India Radio

1. Akashwani Annual Award-Rs. 10 lakhs (approx. per year), 2. Gandhian Philosophy and Public Service Broadcasting Award—Rs. 4.50 lakhs (per year), 3. Sarv Bhasha Kavi Sammelan (National Symposium of Poets)---Rs. 6.00 lakhs per year, 4. Akashwani Sangeet Sammelan—Rs. 14 lakhs per year, 5. Dr. Rajendra Prasad Memorial Lecture—Rs. 2.50 lakhs per year, 6. Sardar Patel Memorial Lecture Rs. 2.50 lakhs per year. 7. Musical Evening by Marketing Div. of AIR in 2003—Rs. 5.50 lakhs 8. Release of Series of volumes in music in the form of CDs by AIR containing recordings of leading music maestros in connection with completion of 75 years of Broadcasting in India—Rs. 4.50 lakhs. In addition to this a Photo Exhibition at Cuttack, September 2002 (Rs. 00.65 lakhs) and Release of Special Cover on the occasion of Platinum Jubilee of Broadcasting in India in November, 2002 (Rs. 00.16).

Doordarshan

1. Sydney Olympic 2000 (Radio, TV, Press, Outdoor)—(Rs. 1.25 crores), 2. DD-Bharati launch 2002 (Radio, TV, Press, Outdoor)—(Rs. 60 lakhs), 3. DD Brand Promotion 2002-03 (Outdoor) (Rs. 18 lakhs). 4. Hundred Years of Recorded Music (Press advertisements as per barter system).

Programmes telecast on DD

†4580. SHRI KAPIL SIBAL :
SHRI RAJIV RANJAN SINGH 'LALAN' :

Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether the programmes, which are telecast on Doordarshan, are procured or produced from the private sector organisation;

(b) if so, the names of those programmes during 1999, 2000, 2001 and 2002 in which advertisements were also telecast during the programmes; and

---

†Original notice of the question was received in Hindi.

(c) whether the income generated from these advertisements is more than the amount spent on the production or procurement of these programmes and the names of the organisations from which these programmes were procured ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD) : (a) to (c) The information is being collected and will be laid on the Table of the House.

Revenue earing by DD through advertisement

†4581. SHRI RAM JETHMALANI :
SHRI RAJIV RANJAN SINGH 'LALAN' :

Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that the revenue earning of Doordarshan has increased continuously from the telecast of advertisement;

(b) if so, the revenue earned by telecasting of advertisements on Doordarshan during 1998-1999 and 2002-2003; and

(c) the percentage of hike in rates of advertisements during the above period ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD) : (a) and (b) Prasar Bharati has informed that the revenue earned by way of advertisements by DD is as under :

1998-1999 = Rs. 399.32 crores

1999-2000 = Rs. 597.19 crores

2000-2001 = Rs. 637.51 crores

2001-2002 = Rs. 615.21 crores

2002-2003 = Rs. 553.81 crores

(c) The advertisement rates of DD were constant from 1998-99 to 2000-01. During 2001-02, rates were revised and lowered by 25% to keep in tune with the competitive market.

---

†Original notice of the question was received in Hindi.